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CONSUMER TIME

R-142

VITAMINS

NETWORK: NBC

DATE: May 1, 1943

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(Produced by the Food Distribution Administration of the Department of Agriculture, This script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER...RINGS TWICE...

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONEY IN TILL...CLOSE DRAWER...

4. WOMAN: That's your money buying food.

5. SOUND: CASH REGISTER.

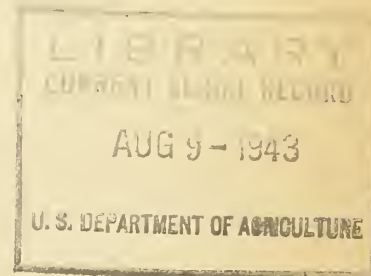
6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER...CLOSE DRAWER...



21. JOHN: And remember - when you do your shopping and plan your meals - consider the vitamins you and your family are getting. Our consumer representative here, Mrs. Freyman, says she thinks that vitamins are pretty much of a mystery.
22. FREYMAN: They are to me Johnny - and to most of the consumers I know. We'd like to know more about them---
23. JOHN: Well, that's just why we've planned this program today. And I'll start right off by saying that vitamins are a mystery. And the more you know about them, the more mysterious they become. They're sort of magic - like flying...
24. FREYMAN: Or radio.
25. JOHN: That's it. We don't any of us know why vitamins do the things they do. We just know that they do.
26. FREYMAN: Do we know what a vitamin is, Johnny?
27. JOHN: Just that it's a chemical compound that helps us get the best out of our food. When we are getting vitamins our bodies need, we live fuller, healthier, happier lives.
28. FREYMAN: And when we don't get our vitamins ---?

29. JOHN: Well, I'd like to show you with a story. An incident that happened recently in a war factory near Detroit. There, on the assembly line, men and women are working side by side turning out the planes we need for victory. Among the men is one - well, we'll call him Pete Cassidy -
30. FREYMAN: That's not his real name ---
31. JOHN: No. I don't think Pete would like me to tell his real name. He's so ashamed of what happened. You see, Pete had always prided himself on being a pretty strong guy - pretty good good guy too. Good natured. But gradually he seemed to get more and more short tempered. He couldn't understand it. As Pete said ---
32. PETE: I dunno what's the matter with me. I even quarrel with Peggy - the girl who works beside me on the assembly line. And she's one person I don't want to quarrel with. I like that gal. Guess maybe I even sort of love her. And yet I say the meanest things. I dunno
33. JOHN: Well, that's the way things went - till one day, not so long ago, when Pete really blow up.
34. SOUND: BEGIN TO SNEAK IN FACTORY SOUNDS.

35. JOHN: It was just before lunch, and Peggy was urging him —
36. SOUND: FACTORY SOUNDS UP FULL. THEN UNDER.
37. PEGGY: (OVER THE SOUND) C'mon, Pete — we've got to work faster —
38. PETE: What do you mean "we"? I'm doin' all right.
39. PEGGY: That moon whistle is going to blow in a minute, and if we don't get this assembly job finished ———
40. PETE: Say, if everybody around here tended to their work like I do —
41. PEGGY: Pete — I didn't say —
42. PETE: Bunch of females! What do they know about mechanics?
43. PEGGY: (INDIGNANT) Meaning me, I suppose.
44. PETE: If the shoe fits — start kicking.
45. PEGGY: I'm not kicking. I——
46. FOREMAN: (FADING IN) Say, what's going on here?
47. PETE: Ow, she's always talking' — slowin' me down.
48. PEGGY: I am not. I——
49. FOREMAN: What's the matter, Peggy?
50. PEGGY: I'm just trying to stop things up. We're lagging behind.

51. FOREMAN: That's no lie. Somebody here is a bottleneck.
52. PETE: What can you expect - with women on the job?
53. PEGGY: We women are doing all right. We wanted to get this job done before the noon whistle ---
54. SOUND: STEAM WHISTLE, OFF MIKE.
55. PEGGY: There it goes now.
56. FOREMAN: (SHOUTING) Okay, all of you! Knock off for lunch.
57. PEGGY: (DISAPPOINTED) I knew we wouldn't get it done.
58. PETE: (APPOLOGETICALLY) Peggy ---
59. PEGGY: Don't speak to me.
60. PETE: Where are you going to eat?
61. PEGGY: Not with you - that's certain.
62. PETE: (FADING) In the cafeteria?...Peggy---!
63. SOUND: FADE OUT FACTORY SOUNDS, FADE IN CAFETERIA SOUNDS.
VOICES, DISSES.
64. PETE: (FADING IN) Peggy ---
65. PEGGY: I thought I asked you not to speak to me.
66. PETE: Can I help it if I'm right behind you in line?

67. PEGGY: (ACIDLY) Quite a coincidence - isn't it?
68. PETE: (EARNESTLY) Listen, Peggy - I didn't mean what I said.
69. PEGGY: "A bunch of females——"
70. PETE: I didn't mean that. Honest. I think you're a swell worker.
71. PEGGY: Well, you take a lot of pains to show it.
72. PETE: I don't know why I say things like that. I don't mean to.
73. PEGGY: You didn't use to, Pete.
74. PETE: I know.
75. PEGGY: What's the matter?
76. PETE: I dunno. I get so tired - all fagged out.
77. PEGGY: In the morning?
78. PETE: All the time.
79. WAITRESS: (Away from Mike) Can I serve you, Miss?
80. PETE: I always feel fagged these days.
81. WAITRESS: (Louder) Miss - what do you want to eat?

82. PEGGY: Oh....One of those mixed vegetable salads, please.
83. PETE: What's the matter? You reducing?
84. WAITRESS: Anything else, Miss?
85. PEGGY: A cheese sandwich, please - on whole wheat bread. And a bottle of milk.
86. PETE: What a lunch!
87. PETE: Give me some of that meat there... And mashed potatoes---
88. WAITRESS: Gravy?
89. PETE: Sure.
90. PEGGY: Aren't you going to have any vegetables?
91. PETE: Never touch 'em.
92. WAITRESS: Beverage, sir?
93. PETE: Coffee, please. Black, and a hard roll.
94. PEGGY: What a lunch.
95. PETE: It's better'n yours. Going to get dessert?
96. PEGGY: I think I'll take this dish of peaches.
97. PETE: What! And pass up this chocolate cake? You must be worried about that figure of yours. Though why you should ---

98. PEGGY: I just don't like a big heavy lunch like that one you're eating, Pete.
99. PETE: I need a big lunch - to keep me on the job. No wonder you gals lag behind ---
100. PEGGY: Say, now, listen ---!
101. PETE: (LAUGHING) I was just kiddin'. But now you watch, this afternoon. Bet I'll beat you.
102. PEGGY: Okay - it's a bet.
103. PETE: Just wait till I get this under my belt!
104. SOUND: CAFETERIA SOUNDS UP FULL. FADE. FADE IN FACTORY SOUNDS. HOLD, THEN UNDER.
105. PETE: How'm I doing, Peggy?
106. PEGGY: Okay. But you aren't beating.
107. PETE: That's 'cause I feel sort o' tired.
108. PEGGY: Well, stand back now. They're going to swing this crane around.
109. PETE: Okay ...
110. PEGGY: Stand Back!
111. PETE: I - I can't. I can't see!

112. PEGGY: Pete! Look out!...Pete ---!
113. CAST SCREAMS, SHOUTS, EXCITED TALK.
114. FOREMAN; (FADING IN) What happened?
115. PEGGY: It's Pete. He fainted.
116. FOREMAN: Fainted!
117. PEGGY: I thought he was going to get hit by the crane. But
he didn't. He just crumpled up.
118. FOREMAN: I'll get a stretcher and carry him in to the Doc.
119. PEGGY: May I come?
120. FOREMAN: Okay, (LOUDER) But the rest of you get back to work.
Got to win this war, you know.
121. SOUND: FACTORY SOUNDS UP FULL. FADE OUT.
122. DOCTOR: (FADING IN) What did you say he had for lunch, miss?
123. PEGGY: Potatoes and gravy, Doctor - and bread and butter - and
cake ---
124. DOCTOR: Hm! Not many vitamins or minerals in that!
125. PEGGY: He says he never eats vegetables.

126. DOCTOR: I'm afraid that's just the trouble. My examination shows a general run-down condition.
127. PEGGY: Would you explain his tiredness?
128. DOCTOR: Part of it. Lack of Vitamin B-1. Thiamin we call it. People who don't get enough thiamine in their diet are apt to have that tired feeling - get out of sorts.—
129. FOREMAN: Pete got out of sorts all right. Didn't he, Peggy?
130. PEGGY: Well, I guess it wasn't really his fault. His eyes were bothering him too.
131. DOCTOR: How do you mean - bothering him?
132. PEGGY: He often complains that he can't see very well at night.
133. DOCTOR: Could be due to a lack of Vitamin A. That's another one we need every day.
134. PEGGY: You mean - if Pete started to eat other foods - vegetables and so on - his eyes would get all right?
135. DOCTOR: They'd bet better - gradually, and his disposition would improve a lot too. There's nothing really wrong with him. Nothing, I mean, that the right food wouldn't fix up in time.
136. PEGGY: Oh, I'm so glad!

137. FOREMAN: Say, I thought you didn't like that guy.
138. PEGGY: Pete? Why, of course I like him.
139. FOREMAN: But you were just fighting with him this morning.
140. PEGGY: Oh...Well, we patched that up at lunch. In fact, we have a bet on now -- to see who's the fastest worker.
141. FOREMAN: How do you think it'll turn out?
142. PEGGY: (SMUGLY) Well -- frankly -- I think Pete's going to win.
- (PAUSE)
143. JOHN: And Pete did win -- the hand of Peggy. They're Mr. and Mrs. Cassidy now, and their friends all marvel at the way his disposition's changed. Those two get along now like a couple of love-birds.
144. FREYMAN: I didn't know that vitamins affected your disposition, Johnny, as well as your health.
145. JOHN: They affect a lot of things. They can improve your appetite. Thiamine does that. Vitamin B-1. And Vitamin A helps you see more clearly at night, while Vitamin C—
146. FREYMAN: Go slowly! I can't keep them straight.
147. JOHN: Well, I've got something here that will help you, Mrs. Freyman. A vitamin Food Chart.—
148. FREYMAN: Let's see, Johnny —

149. JOHN: Well, first - before we unfold it - I want you to notice here on the back. It tells what each of these vitamins will do for you and your family. First - Vitamin A ---
150. FREYMAN: Is that the one you said helps us to see more clearly?
151. JOHN: At night. Or when we walk from bright daylight into a darkened movie theater.
152. FREYMAN: You mean - if we don't have enough Vitamin A in our diets - we're apt to sit in somebody's lap?
153. JOHN: Well, you can blame that on lack of vitamin A. (LAUGHS)
But it's really a lot more serious than that. Fliers who don't get enough Vitamin A have trouble landing their planes in the evening. And night drivers who lack it may be blinded by the lights of approaching cars. Plenty of accidents have happened because somebody didn't eat enough carrots - or the other foods that provide us with vitamin A.
154. FREYMAN: I guess that is serious.
155. JOHN: Now, Vitamin B is sort of complicated. At first - when scientists named it- they thought it was just one ingredient that did several important things. And then - as they continued to experiment - they learned that it was made up of several parts.

156. FREYMAN: Like Vitamin B-1. Or - thiamin, did you call it?
157. JOHN: That's right. We get some thiamine in whole-grain bread and cereals, and enriched bread. Remember what this vitamin does?
158. FREYMAN: It helps the disposition - and the appetite ----
159. JOHN: People who don't get enough B-1 may feel tired and cross. Nervous and jumpy. They often become "fussy" about their food. Sometimes they have dull aching pains, or even neuritis.
160. FREYMAN: Really! Is neuritis caused by lack of vitamins?
161. JOHN: That's one of the contributing factors. Now, another B vitamin - called niacin - is a guard against other diseases. For instance, the pellagra which attacks so many people in the south would eat too much over-refined corn meal and corn grits.
162. FREYMAN: I remember - you told us about that. How our modern mills refine all the niacin out of the corn meal - or wheat flour.

163. JOHN: That's it. Most of us in the north get enough niacin in other foods to protect us from pellagra, but many fail to get enough to keep them in the best of health. That's why all bread is enriched now - by Government order. To put back into it some of that health - protecting Vitamin.
164. FREYMAN: I see... And there's another B vitamin here on this chart.
165. JOHN: Uh-huh. Riboflavin.
166. FREYMAN: What foods contain that?
167. JOHN: Milk contains quite a bit of it - and so do green leafy vegetables. Riboflavin helps to keep us in general good health. Helps children to grow normally. We all need some riboflacin every day - or we begin to feel weak and run down.
168. FREYMAN: By Each vitamin sounds more important than the last.
169. JOHN: Every one is important. We need all of them - if we want to be and feel and do our best. We need Vitamin C - in tomatoes and orange Juice - to keep fit. And we need Vitamin D the sunshine vitamin to build strong bones and teeth.
170. FREYMAN: I wish I could keep all these vitamins straight, Johnny.

171. JOHN: Well, even if you did keep vitamins straight, they wouldn't do any good unless you know most of the foods that contain those vitamins. That's why I've brought this chart here. Let's unfold it ---

172. SOUND: PAPER CHART UNFOLDED.

173. JOHN: Here - you see ---

174. FREYMAN: It lists all the foods!

175. JOHN: Not all of them. But most of the foods you're likely to serve your family.

176. FREYMAN: What are those check marks, Johnny?

177. JOHN: Those tell you which vitamins the various foods contain. Now, here - let's take carrots... See - there's a check mark opposite carrots - under Vitamin A.

178. FREYMAN: And look at eggs here --- A check for Vitamin A - and Vitamin B-2 - and riboflavin- and Vitamin D ---

179. JOHN: Eggs, you see, are pretty good.

180. FREYMAN: And so's this chart. Why, I could hang this right up in my kitchen - and tell every day just what vitamins my family's getting.

181. JOHN: That's what it's for.

182. FREYMAN: You mean you're offering this chart to all our listeners?
183. JOHN: Yes - we'll send it to every listener who writes in to ask for one. And I hope - for your sake - that every single person sitting beside a radio that's tuned to CONSUMER TIME will write in for this chart.
184. FREYMAN: Seems to me it's worth its weight in platinum.
185. JOHN: It's worth a million in health - and in happiness. We're offering it free of charge, at the suggestion of Mr. J. S. Russell - Deputy Director of the Food Distribution Administration, and I've asked him to come here today and help me tell you just how valuable this chart is. Mr. Russell -----
186. RUSSELL: Well, I don't think I need to add much to what you've already said, Johnny. Seems to me you've made it pretty clear that vitamins are things we all ought to know more about. And if this chart will help us know more about them - well, it just stands to reason that we ought to have it. Especially when all we need to do to get it is drop a postcard to CONSUMER TIME.
187. FREYMAN: Might as well give the full address right here, Mr. Russell - so everybody will know where to write.

188. RUSSELL: Okay. CONSUMER TIME - Department of Agriculture - Washington, D. C. And I hope that everybody will write in. Because I can guarantee that if you do have this chart hanging in your kitchen - and use it - I can guarantee you better health, more efficiency on your job, and even greater happiness. Now, that sounds like an awfully big promise - doesn't it? And maybe you think I'm sticking my neck out making it.

189. FREYMAN: I don't. Not after what I've learned about vitamins.

190. RUSSELL: And neither do I. But some people may think I'm laying too much importance on them. They may feel they don't need to learn about vitamins - that they're getting enough to eat. Why bother? And if there's anybody listening who does feel that way - well, I'm going to talk straight to you for a minute. First, I'd like to point out that Pete - in that story Johnny told - Pete thought he was getting enough to eat too. Meat and potatoes. Good solid food. But he didn't realize the hidden hunger in his body.

Vitamin deficiency doesn't depend so much on the amount of food we eat as the kind of food. People with a million dollars in the bank may be just as lacking in the vitamins it takes to live full, healthy, happy lives as is a beggar.

(MORE)

CONTINUED:

190. MR RUSSELL:

And a farmer -- with a farm full of vitamins -- may be just as ill nourished as any city dweller if he doesn't eat them. It's not the vitamins we can eat that count. It's the vitamins we do eat. And these days -- when we can't eat as much of every kind of food as we could in peace time -- it's more important than ever that the food we do eat is the best food for us. And remember...the best -- and cheapest -- way to get vitamins is in the food we eat. (No normal person -- who eats the right food -- needs to take synthetic vitamins. In fact, I'd go so far as to say -- don't take synthetic vitamins unless your doctor prescribes them for you. Eat your vitamins -- in food.)

Time was when we all just ate the foods we liked. If our mothers -- or wives -- told us that something like spinach was food for us, why that was reason enough for us to turn up our nose at it. And salads ----! Well, one man I know never saw a salad but what he called it "rabbit food"... and he expected his wife to laugh

every time he said it. But he doesn't call it rabbit food today -- with our toughest fighters gobbling up all the raw vegetables they can get.

You know, we've learned a lot about food during these years between the two World Wars, and now's the time when we really need to use what we've learned. It can mean more battles won -- more quickly -- because men like Pete Cassidy are right there on the job, making more planes and guns and ammunition -- and because girls like Peggy see that they get the food they need to do the job. How about you? Don't you want to make the most of this magic in your meals?

191. FREYMAN: I certainly do.
192. RUSSELL: Put Mrs. Freyman's name down, Johnny - for a vitamin food chart.
193. JOHN: No - she has to write in, same as everyone else.
194. FREYMAN: All right - I'm willing. A penny postcard's a small price to pay for a copy of that chart.
195. JOHN: I'll repeat our address again later in the program. But right now I thought we'd review the ration stamps that are valid.
196. FREYMAN: Good. What stamps can we use now to buy canned goods?
197. JOHN: Blue stamps market G, H, or J. They're good all this month.
198. FREYMAN: And - For sugar?
199. JOHN: Coupon number twelve in Ration Book One is valid for five pounds of sugar any time up till May thirty-first.
200. FREYMAN: Good, Now about coffee. Johnny?
201. JOHN: Coupon Twenty-three - also in Book One. It will get you one pound of coffee.
202. FREYMAN: I see. And - to buy meats and fats?

203. JOHN: Red coupons market E or F are good any time between now and the end of May. But you ought to use some Red stamps every week. Don't hoard them. They aren't any good to you after the expiration date - as you may have found out, if you have some Red A, B, C, or D stamps left over. Those won't buy you any meat now - or any margarine. You ought to plan your shopping day by day, and this vitamin chart we're offering will help you do it.
204. FREYMAN: Just address a postcard to CONSUMER TIME - Department of Agriculture, Washington, D. C.
205. JOHN: And on the other side of the card tell us you want the vitamin chart - and ^{add}/your own name and address with the call letters of the radio station over which you heard this program. That's all.
206. FREYMAN: And Johnny - about next week's program---
207. JOHN: You consumers have a subject in mind?
208. FREYMAN: Yes, You once told us that we waste about ten percent of all the food we buy.
209. JOHN: Maybe more than ten percent.
210. FREYMAN: Well - with food so scarce - I think we ought to do something about that.

211. JOHN: Well, suppose I talk to the experts and find out just where and how we waste food - and what we can do to stop that waste?

212. FREYMAN: I wish you would!

213. JOHN: Then that's our subject - food conservation - for next Saturday. And meanwhile - remember your vitamins - for Vim, Vigor, and Vitamintality!

214. ANNOUNCER:

And the vitamin chart is waiting for you - at
CONSUMER TIME - Department of Agriculture - Washington,
D. C. Just tell us you want it - and give us your
name and address and the call letters of your radio
station.

Heard on today's program were:

Script by Jane Ashman.

CONSUMER TIME is a public service of NBC and associated
radio stations - presented by the Food Distribution
Administration of the Department of Agriculture in
cooperation with other Government agencies working for
consumers.

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